

Persuasive Speech Rubric

	4	3	2	1	Points
Research and Accuracy	Statistics and other research information were properly cited. All information was accurate.	Most research information was properly cited.	Some information was inaccurate.	No research information was cited or there were major untruths.	
Reference to Short Story	Cited at least three passages from the chosen short story.	Cited at least two passages from the chosen short story.	Cited at least one passage from the chosen short story.	Did not cite from the chosen short story.	
Presentation Skill	Student stood up straight, looked relaxed, used eye contact, and had appropriate volume.	Student used eye contact and had appropriate volume.	Student used eye contact, but volume was not loud enough to be heard by the entire audience.	Student did not make eye contact or was not audible.	
Format, Logic, and Clarity	Speech was presented in the correct format, had persuasive logic, and was clearly articulated.	Speech used correct format, but had one or two logical errors.	Speech used correct format, but had unclear statements.	Speech was not in correct format or had major logic and clarity issues.	
Organization	Speech was clearly organized, moved from topic to topic, led to persuasion of the audience.	Speech was mostly organized, but some steps or ideas were skipped.	Speech was somewhat organized, but there were clear gaps.	Speech was disorganized and confusing.	
Length of Presentation	The student's speech was longer than the minimum of five minutes, but ended at an appropriate time.	The student's speech ran slightly too long or too short.	The student's speech was far too long for the comfort of the audience.	The student's speech did not meet the minimum of five minutes.	
Rhetorical Strategies	Several rhetorical strategies (logos, pathos, and ethos) were present and used correctly.	One rhetorical strategy was used correctly.	Rhetorical strategies were included, but used incorrectly.	No rhetorical strategies were included.	
Overall Persuasiveness	The speech effectively convinced the audience of the student's perspective.	The speech was convincing to some members of the audience.	The speech was somewhat convincing to some members of the audience.	The speech did not convince the audience of the student's perspective.	

Total Points ____/32

Average _____